

Murray Arts Advisory Board
Minutes for July 19, 2011

Attendance: Shauna Hart, Scott Mooy, Jen Davis, Jenny Simmons, Stephanie Pollei, David Christensen, Mary Ann Kirk (staff)

Excused: Elaine Judd, Mildred Horton, Sharon Whitney

1. Minutes for June 21, 2011 were approved as written. Some board members had trouble opening the minutes this time. Mary Ann saved them in both word perfect and a word rtf file. She will try to save them as a pdf but it often changes the format.
2. June Report
 - . Band camp included 35 registrations.
 - . Lunch and children matinee average around 100 per event and growing.
 - . Family night concerts for June and July averaged 150 and we moved both indoors because of weather.
 - . Scarlet Pimpernel averaged a little over 400 per night. Ticket sales were approximately \$20,000 plus nearly \$4000 in donations. Expenses were about \$18,000. We now have a better feel for how much we will typically bring in for a longer show run so we can better budget expenses. We will likely request an increase in this budget item based on expected revenues. In the future Mary Ann would like to create a budget range so the production staff stipends are similar for each show. Mary Ann is concerned that the pay is very different between each show. We will review this in the next few months. The final KSL deal count was 175. It had over 2800 clicks. Mary Ann felt it was good advertising. She is going to do it again for Aida.
 - . Symphony had good attendance with close to 600. The band had bad weather and moved to the high school with about 300 attendance. Ballet had about 400-500 each night.
 - . Jenny was worried about Wizard of Oz. There were serious problems with the rehearsal facility at Grant and they did not have an accompanist for most of the rehearsals.
 - . Mary Ann shared a book from Brian Triptow who just published his book that was previously entered in our literary competition.
3. Board members liked the idea of doing a morning school show of *Lily's Crossing* from Arts Power with an evening show on Friday night at 7 pm on March 2. We will try to work with the library system to have a good audience at the night show. If kids read the book, they could get a free ticket. The kids who attend in the morning could also receive a coupon if they want to come back again at night, they could come free with a paying adult.
4. An art school asked if they could put a booth up at the amphitheater. Board members discussed our current policy that does not allow this. There are so many groups that want to do this and it is hard to say yes to some and no to others. Jenny suggested they could put an advertisement in our program instead. Board members liked this approach.
5. Mary Ann reported that the city council is looking at a tax revenue bond for the performing arts center. The foundation has secured an experienced fundraiser to raise at least \$3-\$5 million and possibly \$7 million. They need to pay this woman an initial \$15,000 which they are securing

funds for. They need an additional \$30,000 to raise the \$3 to \$5 million over the next year. Mary Ann asked if board members thought we could each commit to raising \$100 or more per board member. She will invite former board members to do the same. It would be nice if current and former board members raised \$5000 which would pay one month of the consultant fee. Some could ask friends or donate it themselves. She thought all local groups could be challenged to do this. If we don't do it, we can't really expect others to follow. If we expect Murray City to invest in the facility and a parking structure, the art groups should be able to make some personal commitments. Jenny was worried about how much time we have to do this. Mary Ann said we would have a couple of months. Scott said the individual groups have members who don't live in Murray and didn't know if their neighbors would donate for a facility that is not in their community. Mary Ann said the members of the various art groups themselves should make a personal commitment to the project because they are the ones who would directly benefit. Scott said that the total amount for the consultant may vary depending on how much time the consultant projects it would take to raise the amount needed. Board members asked if the salary is based on how much is actually raised. Mary Ann said it is based on her projected time, but this is the leading fundraiser in the state and she knows what she is doing. She has a solid reputation and was highly recommended by other groups. Shauna suggested that some business groups may be willing to match other money that is raised.

Mary Ann asked if we should be giving tickets to various shows for those who make donations to our own programs or the facility. Some groups give tickets for donations as little as \$25. Some donors don't attend events, but it seems strange to give tickets for almost the same value as the donation. It isn't really a donation. Board members thought the offer should be directed to donations of \$100 or more. Shauna suggested that instead of providing tickets directly, we could invite them to call if there is something specific they would like to see.

Mary Ann shared a proposed scheduling priority and process with fee structures for the new performing arts facility. The original application includes the full staffing and proposed salaries based on our current city positions and similar positions in other facilities. Our local groups would have scheduling priority, followed by those who donate to build the facility, or who are based in the facility year round. Mary Ann listed \$50,000 donation for a priority designation. Scott thought that might be too high. Mary Ann said that any group based at the facility will likely be using storage space. We need to have the amount high enough to help cover the real costs. This could be determined later. The fees were based on the U of U study that reviewed other fees around the state although a few things were revised. Mary Ann added additional fees for use of the facility beyond four hours and for specific items like the sound shells. David wondered if a fee should be charged to use a grand piano because that has direct costs for tuning. Mary Ann can look at that. She wants to have some optional services/fees for ticket sales, ushers, and simple clean up so that the cost can stay low depending on what human manpower rental groups can and are willing to provide. There will still be deeper cleaning, but if we can reduce our manpower for picking up garbage like programs and putting away tables, it will reduce our time and costs which can make it affordable for them. Mary Ann has also added a preservation fee to each rental that can be saved for future maintenance/improvements to the building. We could also consider rental discounts for those groups who have made significant donations. The handout provided was a baseline for future discussion and will be reviewed again.